

# ELEVATE

## Breakfast With Champions

### Tuesday, November 5



#### Table Topic

#### Facilitator

### BUSINESS & OPERATIONS

1	Building a 2025 Growth Plan	Andrew Gross, Mariani Premier Group
2	Driving Organizational Engagement That Energizes the Whole Team	Bob Maffei, The Maffei Companies
3	The Positive Impacts of Safety and Training	Josh Chalfant, Environmental Management, Inc.
4	Reporting Snow Claims to Prevent High Reserves That Negatively Impact Your Renewal Premiums	Craig Clark, Henry Dunn, Inc.
5	Best Practices for Construction Job Scheduling, Crew Scheduling, and Engaging Your People	Debbie Bartsch, Chalet Landscape and Nursery
6	Owners - How to Take Your Company to the Next Level	Ed Laflamme, The Harvest Group
7	Data-Driven Marketing: From Budget and Strategy to Confidently Measuring ROI	Jaden Miller, Weller Brothers
8	Effective Goal Setting and Prioritizing Tasks	Joe Lewis, Monarch Landscape Management
9	Improving Your Operations Efficiency	John Barbato, The Mariani Premier Group
10	Structuring Your Design/Build Team	Judson Griggs, The Harvest Group
11	Getting Your Field Numbers Accurate for Estimates	Mike McCarron, Image Works Landscape Management
12	Family Business and Governance	Narase Boodoosingh, Prolas
13	When Should I Think About Selling My Business?	Ronald Edmonds, Principium/White Oak
14	Financial Management, Budgeting and Forecasting, Managing Cash Flow, KPI's and Financial Analysis	Scott Friedman, GT Landscape Solutions
15	Litigation Mitigation: Key Factors to Reduce the Risk of Post-Injury Lawsuits with Your Staff	Steve Hamilton, Berkshire Hathaway Homestate Companies
16	Autonomous Mowers (Installation and Maintenance)	Todd Reinhart, Weed Man
17	Strategic Steps to Successfully Prepare Your Landscape Business for Sale	William Davoli, Green Industry Advisors
18	Workforce Safety and Training	William Dutton, Russell Landscape

### CUSTOMER SERVICE & SALES

19	Marketing Success - What Marketing Strategies are Driving the Lowest Cost Per Lead and Cost Per Sale	Aaron Johnsen, bioLawn
20	New Business Development: Landscape Maintenance and Snow Removal - Commercial Corporate Owned and Operated Real Estate vs. Managed by Property Management	Anthony Alfieri, AttentiveAI
21	What It Takes for Customer Referral Generation in Maintenance	Anuj Gupta, Nature Care/Bay Pro
22	How to Build a Business Organically	Don Winsett, Winsett Consulting LLC
23	Building a Sales Team and Creating More Sales	Gage Roberts, Aspire
24	Brand Your Sales Process to Get the Owner OUT of Sales	Jack Jostes, Ramblin Jackson
25	Enhancement Ideas to Best Serve the Customer	Skyler Westergard, LandCare
26	Handling Difficult Clients and Expectations	Stephanie Leveling, The Integra Group
27	Communicating with Clients	Tony Palmer, Palmer Landscapes LLC

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#### PEOPLE & CULTURE

28	The Best Ways to Keep and Grow Your Top Team Members	Bill Arman, The Harvest Group
29	Improving Retention and Engagement by Sharing Your Numbers	Doug McDuff, Landscape America, Inc.
30	Training and Developing Your Middle Manager	Fred Haskett, True Winds Consulting, LLC
31	Leveraging Multi-Generational Talents for Success	Jennifer Burnett, LandCare
32	The Team Member Review - How, When, Importance and Significance	Jenny Girard, The Integra Group
33	How to Hire Great People and Create a Company Culture That Puts the Customer Experience First Every Time	Karen Larson, Soake Pools & Brian Larson, Soake Pools
34	Interns Today, Your Team Tomorrow	Macey Robinson, LandCare
35	Programs to Benefit Team Members	Mark Forsythe, Mainscape Inc
36	Understanding and Empowering Your Latino Workforce	Pam Berrios, Ground Guys
37	How to Turn Your #2 and #3 into the Leaders of Your Company	Parke Kallenberg, ADVANCE Consulting Group
38	Attracting, Recruiting, and Retaining Top Talent in a Struggling Labor Force	Sam Gembel, Atlas Outdoor
39	Importance of Setting Goals	Sarah Hewins, D&J Enterprise, Inc.
40	When Your Management Team Knows the Answers but Doesn't Act with Urgency: How to Hold Your Frontline Managers Accountable	Scott Arciniega, ADVANCE Consulting Group
41	Sharing Best Practices for Conducting a Human Resources Audit	Steve Cesare, The Harvest Group
42	Authentic Leadership	Tyler Stocking, Gachina Landscape Management

#### TECHNOLOGY & INNOVATION

43	Going All Electric - A Sustainable Approach	Burt DeMarche, LaurelRock
44	Leveraging the Power of LinkedIn: Tips for Optimizing Your Profile, Creating Remarkable Content, and Building an Online Community	Chad Diller, Landscape Leadership
45	Setting Up AI for Sales Processes	Chris Darnell, The Harvest Group
46	How Are You Utilizing New Technology to Improve Your Company Efficiency in the Office?	Justin White, K&D Landscaping
47	The Cost of Call Backs for LCO's and How Using Innovative Herbicides Can Increase Retention Rates	Mike Caprio, Nufarm Americas, Inc. & James Heydinger, Nufarms Americas, Inc.
48	Transitioning from Gas to Battery Operations: Pros, Cons, Benefits and Challenges	Roger Phelps, STIHL, Inc.
49	Tackling AI and Technology	Scott Hollister, Landscape Management
50	Emerging Tech in the Industry and Keeping It Simple	Shawn Prince, AttentiveAI

# ELEVATE

## Breakfast With Champions

Wednesday, November 6

Table Topic	Facilitator
<b>BUSINESS &amp; OPERATIONS</b>	
1 Reporting Snow Claims to Prevent High Reserves That Negatively Impact Your Renewal Premiums	Craig Clark, Henry Dunn, Inc.
2 Competing with National Companies and Winning!	Doug McDuff, Landscape America, Inc.
3 Owners - What it Takes to Make Amazing Profits!	Ed Laflamme, The Harvest Group
4 Best Practices for Driving Business Profitability for Achieving Superior Profits	Harry Lamberton, Yellowstone Landscape
5 Exit Strategies Outside of Private Equity	Mark Forsythe, Mainscape Inc
6 Setting Up Your Crews for Dispatch	Mike McCarron, Image Works Landscape Management
7 Family Business and Governance	Narase Boodoosingh, Prolas
8 When Should I Think About Selling My Business?	Ronald Edmonds, Principium/White Oak
9 Picking the Right Organizational Model for Growth: Pros and Cons of Different Org Structures	Scott Arciniega, ADVANCE Consulting Group
10 Strategic Planning and Goal Setting: Developing a Business Strategy, Setting Achievable and Measurable Goals, and Long vs. Short-Term Planning	Scott Friedman, GT Landscape Solutions
11 EOS (Entrepreneur Operating System)	Todd Reinhart, Weed Man
12 Key Considerations for Selling Your Landscape Business to Private Equity Investors	William Davoli, Green Industry Advisors
13 Workforce Safety and Training	William Dutton, Russell Landscape
<b>CUSTOMER SERVICE &amp; SALES</b>	
14 Marketing Success - What Marketing Strategies are Driving the Lowest Cost Per Lead and Cost Per Sale	Aaron Johnsen, bioLawn
15 New Business Development: Landscape Maintenance and Snow Removal - Commercial Corporate Owned and Operated Real Estate vs. Managed by Property Management	Anthony Alfieri, AttentiveAI
16 Selling Extras in Maintenance Accounts	Anuj Gupta, Nature Care/Bay Pro
17 How to Build a Business Organically	Don Winsett, Winsett Consulting LLC
18 Design/Build Marketing: Proven Strategies to Attract Customers	Jack Jostes, Ramblin Jackson
19 Creating Fiercely Loyal Customers	Judson Griggs, The Harvest Group
20 Communicating with Clients	Tony Palmer, Palmer Landscapes LLC

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### PEOPLE & CULTURE

21	The Best Ways to Keep and Grow Your Top Team Members	Bill Arman, The Harvest Group
22	The Importance and Significance of Delivering a Consistent Message When Nurturing a Culture for Your Employees	Don Simmons, Lewis Property Services
23	Training and Developing Your Middle Manager	Fred Haskett, True Winds Consulting, LLC
24	Building a Culture of Continuous Improvement	Jenny Girard, The Integra Group
25	Culture Building: A Better Company by Design	Les Lightfoot, Lightfoot Enterprises, Inc.
26	Understanding Your Numbers 101	Nate Moses, Precision Landscape
27	Understanding and Empowering Your Latino Workforce	Pam Berrios, Ground Guys
28	Crazy New Places to Recruit New People and Inexpensive Ways to Keep Your People	Parke Kallenberg, ADVANCE Consulting Group
29	Cultivating Landscapes and Company Culture	Sam Gembel, Atlas Outdoor
30	Importance of Setting Goals	Sarah Hewins, D&J Enterprise, Inc.
31	Company-Wide Human Resources Functions	Steve Cesare, The Harvest Group
32	Authentic Leadership	Tyler Stocking, Gachina Landscape Management

### TECHNOLOGY & INNOVATION

33	Full Stack Marketing Automation - Pulling Everything Together	Chris Darnell, The Harvest Group
34	Battery-Powered Equipment: Advantages, Challenges and Real-World Insights	Claudia Martinez, GreenWorks Commercial
35	When and How to Introduce New and Innovative Products Into Your Offerings and Get the Training You Need for Successful Installations	Karen Larson, Soake Pools & Brian Larson, Soake Pools
36	The Cost of Call Backs for LCO's and How Using Innovative Herbicides Can Increase Retention Rates	Mike Caprio, Nufarm Americas, Inc. & James Heydinger, Nufarm Americas, Inc.
37	Robotic Mowing: Pros, Cons, Benefits and Challenges	Roger Phelps, STIHL, Inc.
38	Tackling AI and Technology	Scott Hollister, Landscape Management
39	Emerging Tech in the Industry and Keeping It Simple	Shawn Prince, AttentiveAI
40	Leveraging Technology and Novel Labor Solutions to Increase Capacity or Efficacy in Your Business	Walker Hobson, Yard Works

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